



I.C.I. MAGAZINE



I.C.I. MAGAZINE



Samuel Howard



Peter Lawrence



Josephine Marley-Cox



Patricia Miles

Contents

- 255 Signs and Portents
- 256 The Pharmaceuticals Division, by Samuel Howard
- 262 The Signatory Trade Unions—the NUGMW, by David Basnett
- 266 People and Events
- 272 Making Ready for Winter, by Percy Thrower
- 274 The Roman Bargain, by Patricia Miles
- 276 Trends in Fashion, by Josephine Marley-Cox
- 279 Colour as a Civic Sense, by Peter Lawrence
- 284 Severnside in the Making

Contributors

David Basnett, the author of our article on the National Union of General and Municipal Workers, is the Union's national industrial officer responsible for the chemical industry. He became a member of the Union in 1942, was appointed a district official in the Liverpool, North Wales and Irish District of the Union in 1948, and became the Union's first education officer in 1954.

Samuel Howard, who contributes an appreciation of the work of Pharmaceuticals Division and some of its recent achievements, is chairman of the Division. He took over this post in April 1960 after 38 years with the Dyestuffs Division, of which he became a joint managing director. Has a number of interests outside work, foremost among them fishing and gardening.

Peter Lawrence is a member of Paints Division's Publicity Department with varied duties, including editorship of the Division's publications "Retailer News" and "Decorator News." He joined ICI in 1948 from the RAF, in which he was a navigator. He is married, with two children, and lives in Windsor. Claims to be fond of music, cricket and art and "a catastrophic failure at any kind of manual work."

Josephine Marley-Cox, an ex-journalist, joined Central Publicity Department six years ago and now handles press relations for Fibres Division, having been seconded to their London Office in Bruton Street. Interested in people and places—chief relaxations, cooking and languages.

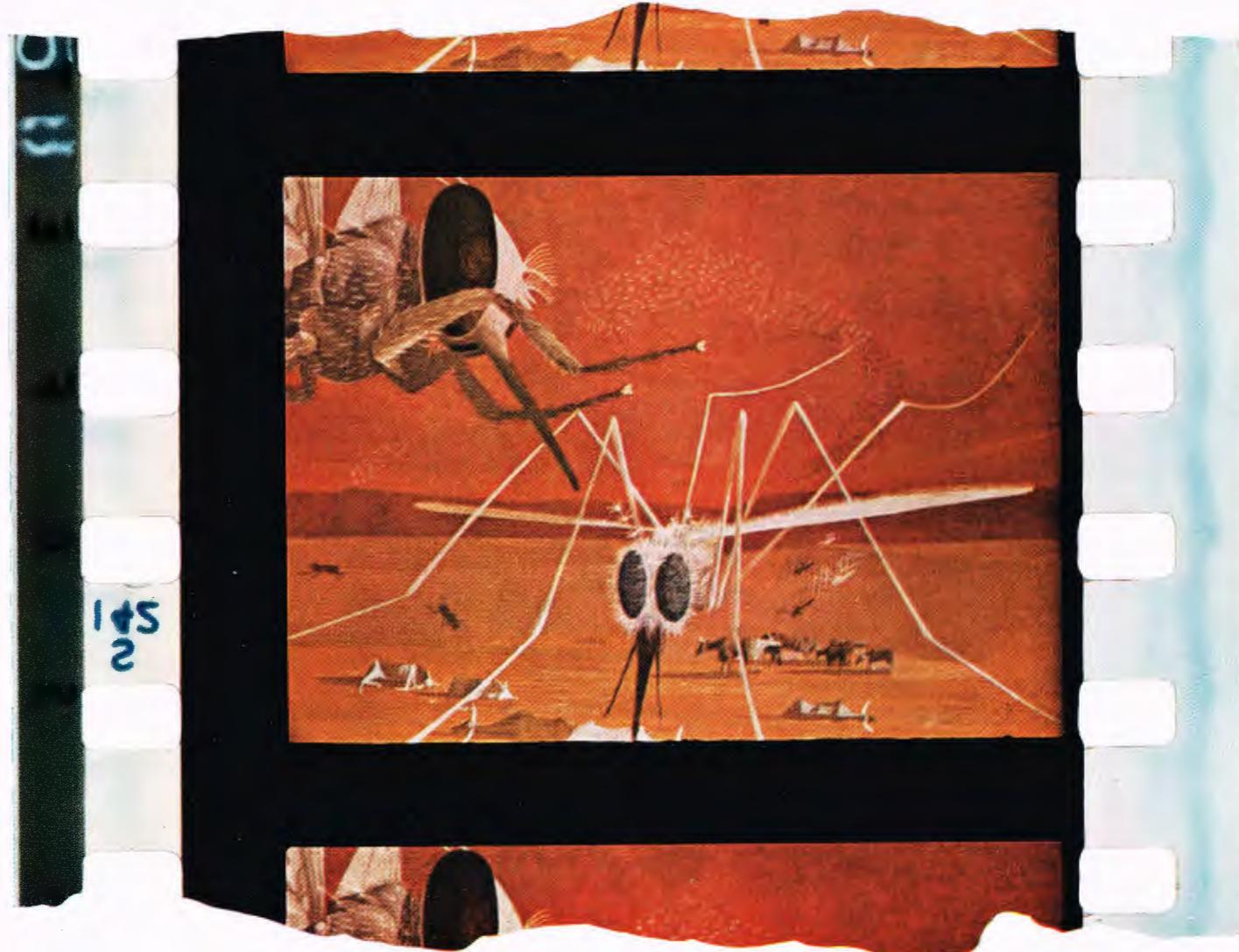
Patricia Miles, author of *The Roman Bargain*, is married to a member of Head Office Purchasing Department. She tells us this is her third successful attempt at short story writing. Has previously had stories accepted by the BBC and John O'London's.

Cover

Alderley Park Research Laboratories

The ICI Magazine, price fourpence, is published every other month. It is designed and printed by The Kynoch Press, Birmingham, and published by Imperial Chemical Industries Limited, Imperial Chemical House, Millbank, London SW1 (VICtoria 4444). The editor is glad to consider articles and photographs for publication, and payment will be made for those accepted.

Signs and Portents



This unusual 'still' comes from a sequence in ICI's latest film 'Signs and Portents' and illustrates the role of 'Antrycide' in combating sleeping sickness in animals

The Pharmaceuticals Division

Samuel Howard

'ALDERLIN'
'ATROMID'
'FLUOTHANE'
'MYSOLINE'
'ACTOMOL'
'PALUDRINE'
'ETISUL'
'PROMINTIC'
'ANTRYCIDE'

HEART DISEASE
MALARIA
LEPROSY
MENTAL ILLNESS
EPILEPSY

The Pharmaceuticals Division of ICI has been responsible for producing some extremely valuable drugs, anaesthetics and chemicals in the continual fight against disease. On the left is a column composed of some of the original discoveries from the Division's research laboratories. 'Alderlin' and 'Atromid' (still in the development stage) are designed to benefit the sufferers of heart disease, which is now the major cause of death in the advanced countries of the world. Two million operations under inhalation anaesthesia are performed each year in England alone, and 'Fluothane' has proved itself to be one of the finest inhalant anaesthetics available. 'Mysoline' is helping to combat epilepsy, from which one person in three hundred throughout the world is suffering. Malaria is still a danger to tens of millions in the tropical areas, and 'Paludrine' is one of the most effective antimalarial drugs yet discovered. Although there are still three million lepers, 'Etisul' is helping to alleviate the suffering caused by this dreadful disease.

By the time this article reaches the *Magazine*, the medical world will have learned of the discovery, by the Pharmaceuticals Division, of three more new medicines and a chemical which is also very important in the prevention of a dreadful disease.

The first is 'Alderlin,' a drug which controls irregularities in heart action and can bring great relief to sufferers from angina pectoris. Doctors in seven countries have tested and approved this drug.

Next comes 'Atromid,' another "heart drug," the action of which is to eliminate abnormal conditions which are considered by the medical profession to be concerned in coronary thrombosis. Again doctors in many countries have passed the drug.

The third is 'Actomol,' which is a medicine for use in mental hospitals and which has already brought great relief to a number of patients.

The chemical mentioned earlier is for killing a particular kind of snail found in rivers like the Nile, irrigation channels and other water supplies in the hotter climates. In the body of this snail there lives for a part of its life-cycle an organism called a schistosoma, which leaves the snail and enters human bodies through the skin and in drinking-water and then causes schistosomiasis, a horrible disease from which 200 million people are said to suffer and which causes incapacity, blindness and death. By killing the snails it is hoped to break the truly vicious circle of the schistosoma.

This is a fine record of achievement, but the reader will probably wonder what lies behind it.

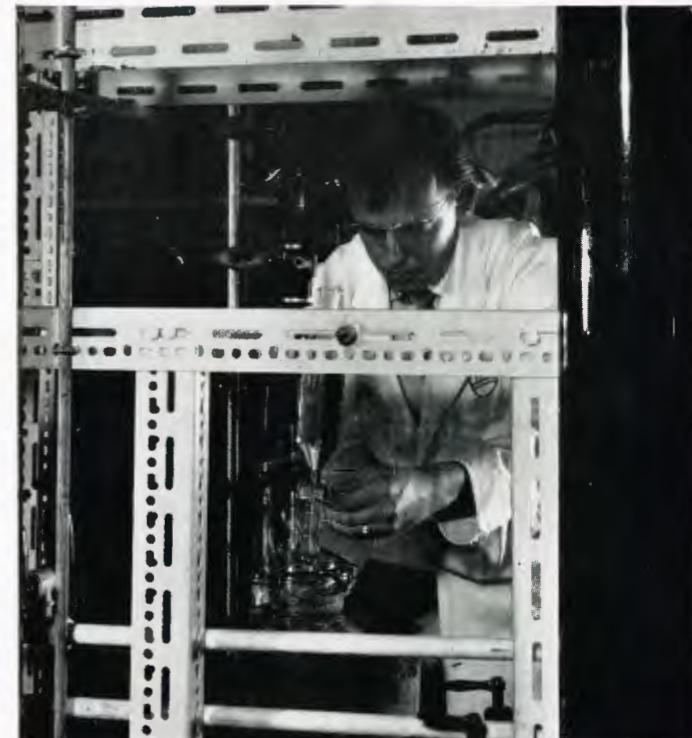
Now, in industry at large the two main operations of a company are manufacturing and selling, with all other activities being auxiliary to these. But in the pharmaceuticals industry it gives a better picture of the true situation to say that the main operation is research, and that the manufacturing and selling functions are engaged in bringing as quickly as humanly possible the fruits of research to the sickly people who are needing them. It is a sobering thought that any delay in making available a new drug, whether through indolence or incompetence, might result in some people continuing in misery, or even dying, when they could have been saved.

The research department, then, is the heart of a pharmaceuticals company, and if it is beating strongly the organisation is essentially sound, even though a great deal of care and skill has to be used to ensure that it remains profitable.

The Pharmaceuticals Division Research Department at Alderley Park and Welwyn is fully capable of bearing its heavy responsibilities in the Division, and tackles them with exciting zest.

The search for human and veterinary medicines entails, of course, experiments on animals specially bred for the purpose,

TOP: Conducting an experiment in the development of a process to produce a new drug for clinical trial. BOTTOM: Mr. W. S. Waring (left) with Mr. H. C. Brimelow in the Division's large-scale laboratory engaged on the preparation of 'Atromid' for clinical trial



TOP: Fractionation of an intermediate. Checking the apparatus before commencing the distillation. BOTTOM: Dr. J. W. Black (centre), responsible for the biological work on 'Alderlin,' discussing some results with his assistants (left to right) Mr. D. Dunlop, Mr. P. M. Mellor, Dr. Black, Mr. B. Horsefall, Miss Witty and Mrs. Maund

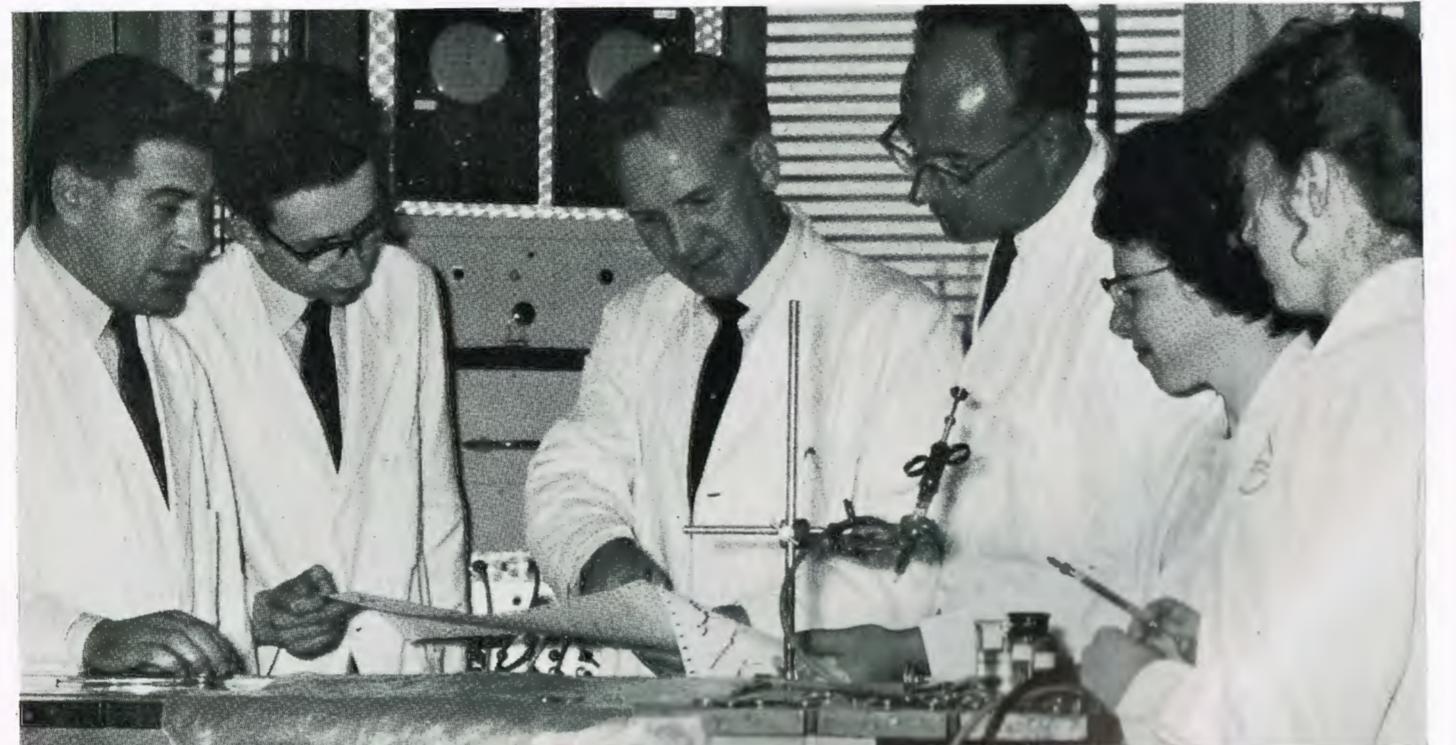


and while some people find the idea repugnant, there is no alternative. The strictest control is exercised over animal experimentation, and every scientist engaged in this work has to possess a licence given to him after a personal interview with a Government Home Office inspector.

At Alderley Park, in the specially designed and unique Animal Breeding Unit, the biologists breed 250,000 mice, 70,000 rats, 10,000 rabbits, 10,000 guinea-pigs and many other animals each year, and the curative properties of new medicines are established on these animals. A common chain of events is something similar to the following. A team of biochemists studies the entire system of the development of a disease, and plots the almost incredibly complex chain of chemical reactions which normally take place in the organs under study, and the equally complex chain of chemical reactions which takes place when an abnormal condition is observed. The biochemists might make suggestions to the organic chemists as to the type of medicinal chemical which could be expected to interfere with the abnormal chain of reactions, or the organic chemist sees possibilities for himself. Anyway, the organic chemists prepare some chemicals of the required type (in all they prepare about 4000 per annum), and these are tested for their efficacy, with the biologists watching carefully for the effect on the whole animal and not just for the effect on the disease.

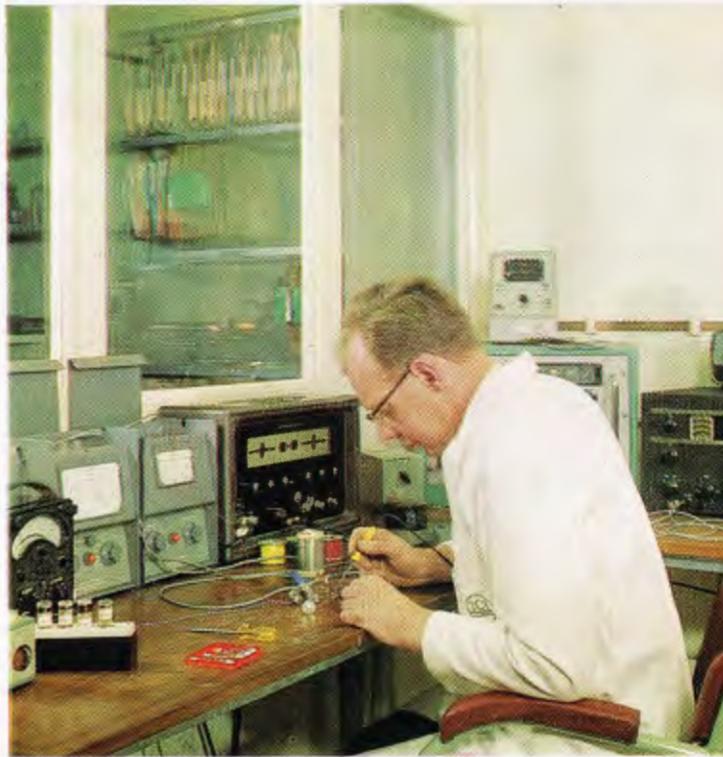
At this point there often arises some question about the form in which the dose is to be given, and the pharmacist might have to devise a special formulation in liquid, tablet, capsule or some other form. Then once in some thousands of experiments the full required curative properties seem to have been achieved. The pathologist now takes over and has to establish that the medicine is having no ill effect on any of the organs or functions of the animal. He has, too, to prove beyond any doubt that the drug is safe when taken over long periods, the experiments going on in some cases for two years and over several generations of animals.

Supposing that the new medicine is safe—and many fail on



258

gether with its two batteries which is used for transmitting the heart rates of animals in the Pharmacological Laboratories at Alderley Park. The transmitters are normally carried round the animals' necks and are so small that the animals are unaware of their presence. CENTRE: The use of electronics in physiological work is considerable at the present time, and it is no surprise to find a small electronic workshop within a biological laboratory. BOTTOM: Operation of a five-gallon reaction vessel in the production of a new drug for clinical trial



these toxicity tests—all the work is written up in a report and considered carefully by the Division's Medical Services Department, which is staffed by highly qualified doctors. If they are satisfied, they go with members of the Research Department who have been carrying out the research to discuss with outside specialists on the disease, usually in the big hospitals, the question whether the drug can be tried out on human sufferers from the disease. If the outside specialists agree, patients in the hospital will be treated with the new drug under the most painstaking scrutiny.

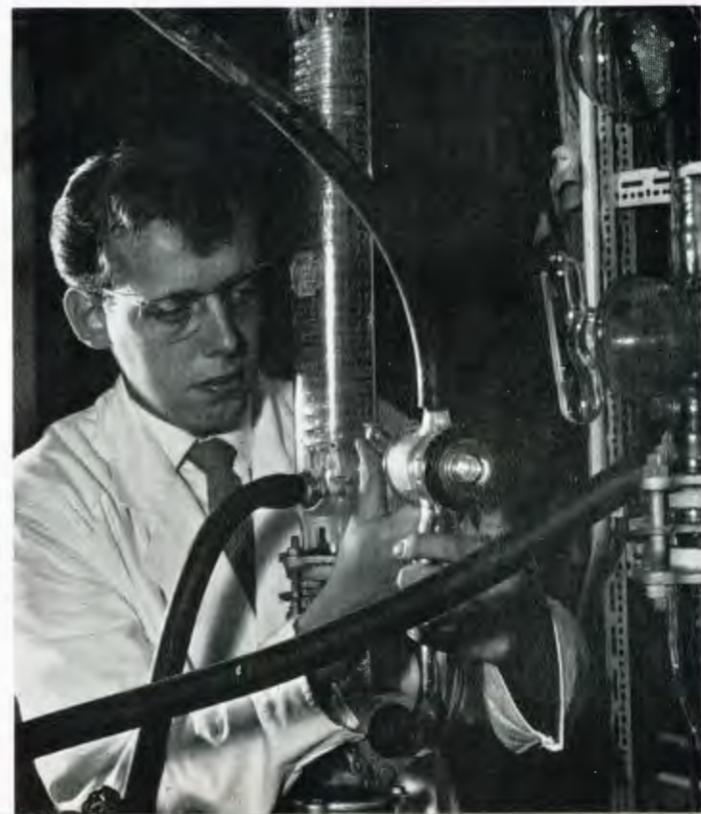
It should be realised that at this stage, i.e. the human clinical trial stage, the Division is out of the procedure except for advice and information. The doctors in the hospital are in sole and independent charge of the trials and can stop or go on just as their medical skill and knowledge dictate. Then, six to twelve months later, the hospital doctors might agree that the Division has produced a valuable, safe medicine.

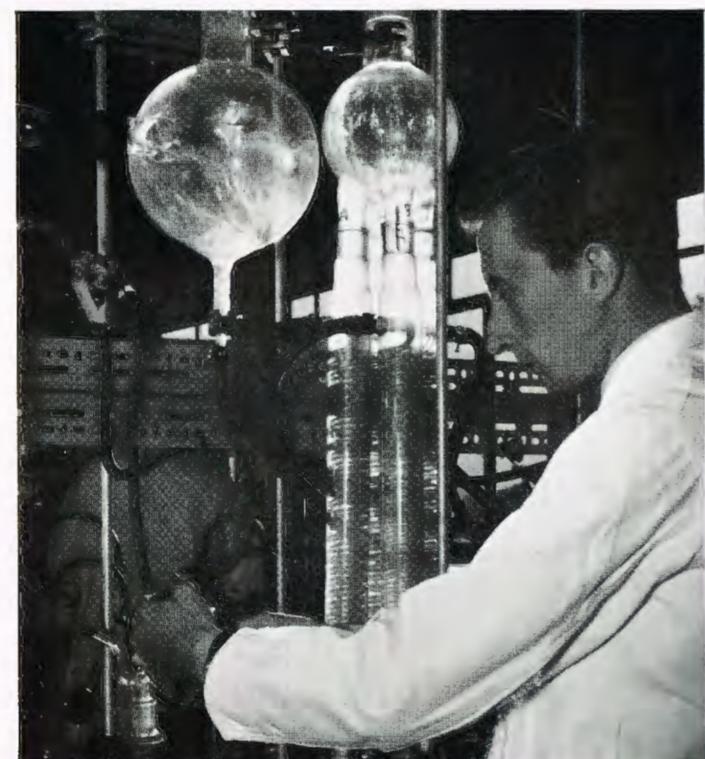
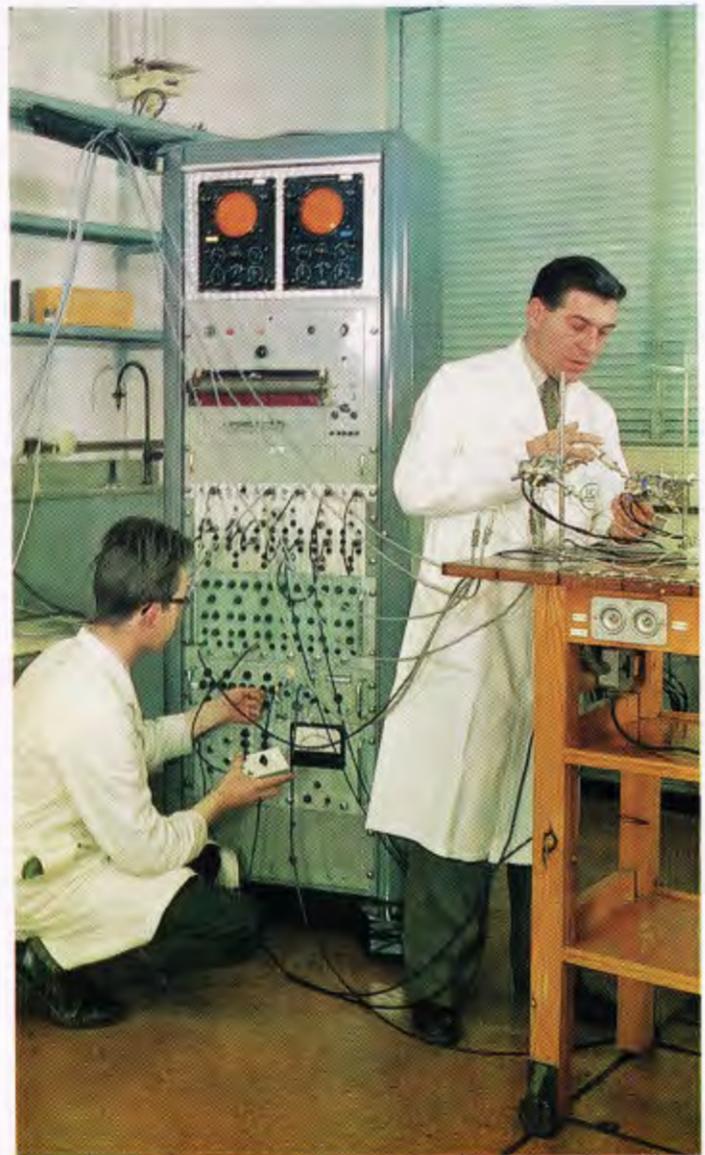
The development of a new drug, even when explained in this very brief and incomplete way, might seem to some to be long and tedious, but no chances can be taken with another person's life. Even after all this care and thought, and the exercise of the most highly scientific investigation, some drugs go on to the market and have to be withdrawn after a year or two because of some undesirable effect which could not have been foreseen. No short cuts can therefore be taken.

Nevertheless, in spite of the lengthy testing and investigatory period, new drugs do successfully pass all the tests and emerge as major contributions to human welfare. The Pharmaceuticals Division has in the past steered to success in this way 'Paludrine'—probably the world's best preventive drug against malaria; 'Mysoline'—used all over the world against epilepsy; 'Fluothane'—the best anaesthetic; 'Hibitane'—a valuable antiseptic; 'Etisul'—very effective against leprosy; 'Fulcin'—a certain cure for ringworm and some other fungoid diseases; 'Epodyl'—a drug useful in some particular forms of cancer, and several others.

Such a record of achievement could not, however, be possible without the endeavours of a team of dedicated and skilled scientists, as well as members of other departments without whom the fruits of research could not be made known and used.

Men and women are the most important factors in any company, but they have to live somewhere. Where, then, is the work of the Division done? At the present time the Division is scattered about in a way that demands many devices to keep the various parts in touch with one another. The Division Board, for instance, is in a house called Fulshaw Hall in Wilmslow. Now, Fulshaw Hall is quite attractive, and many visitors to the chairman's office, particularly when the rhododendrons and azaleas are in bloom, express wonder and envy. But, as Maréchal Bosquet said, "C'est magnifique, mais ce n'est





TOP: Arrangements for investigating the performance of the heart. Here the blood pressure and blood flow in large arteries is being recorded along with the force and electrical charges generated by the heart. BOTTOM: The rapid concentration of a biological extract in a high-speed vacuum evaporator in the Biochemistry Laboratory

pas la guerre." Various departments are clustered round the Hall in wooden huts; 200 yards away in another house called Harefield are the Sales and Publicity Departments; a mile and a half further on is another house containing the Distribution Department; and still another mile away is the bright jewel in the Division's crown—Alderley Park—367 acres of rolling meadows and woodland in which are situated the very modern research laboratories. The Supply Department is at Stamford Lodge, near Wilmslow. Two hundred miles away, in Linlithgow, is an old explosives factory which is used for tabletting, etc., and in Trafford Park, Manchester, is a penicillin plant.

About two years ago the ICI Main Board reached the conclusion that the Pharmaceuticals Division, tiny when compared with the American and Continental pharmaceutical giants, should expand and make a bigger impact on the world's medicinals industry.

Plans, proposals and designs were therefore produced, and step by step the Main Board has sanctioned the large sums of money required for the Division to develop and become more powerful in the industry: the first stages of this operation will cost about £6½ million. And so at Macclesfield, five miles from Alderley Park, a modern pharmaceuticals factory is being built to which will be brought as many people as possible from Linlithgow, and to which the Distribution and Supply Departments will move in due course to be near their warehouses.

In two or three stages all the non-scientific departments, and finally the Division Board, will move into new offices being built at Alderley Park, where the research buildings are also being expanded, and eventually the research people at Welwyn will move to Alderley. A reasonable, easily understood plan exists which will enable Pharmaceuticals Division people for the next thirty years or so to know quickly and surely where the next expansion has to go.

In this way the Division will come into fighting trim, ready to serve the world. The Division does, in fact, already operate on a world-wide basis. Sixty per cent of its business is in exports, which are obtained by selling in over a hundred countries where the Division's drugs and the Division's men are well known. It will be appreciated that the job of controlling this sales organisation is a massive task, but the sales departments have the necessary experience and are also able to call upon the Medical and Veterinary Services Departments for professional guidance and advice. Members of these departments make frequent visits abroad to discuss technical matters with our agents and with professional men.

The selling of medicines is not a high-pressure system of courtship, bargaining and exhortation. The salesman has to be master of a mass of scientific and medical detail so that he can lucidly and quickly present the main facts concerning a new



drug to busy doctors, and can tell the doctor where to find the complete medical story in some professional journal. If the drug is a good one, the doctor has only to try it once and he is quickly converted; but there is no room at all in the drug-selling operation for incorrect facts, whether they stem from ignorance or over-eagerness. The drug salesman has, therefore, to be a highly trained, highly responsible representative of the Company, and his efforts must be supported by carefully planned, informative and authoritative publicity.

The men who sell our veterinary products also have a great responsibility, although of a different kind. The greater part of the capital of many farmers is invested in their livestock, and the sales people handling the animal medicines are of the highest importance in the maintenance of the health of the animals.

It is a great privilege to be associated with the Pharmaceuticals Division. Not everybody is fortunate enough to have a job which offers the opportunity of using to the full every bit of scientific, commercial and industrial experience which he possesses, and at the same time of being very certain that what he is doing is worth while when judged by the most exacting standards. Consciousness of this privilege seems to be universal in the Division—in all ranks and functions—and it is indeed an inspiring atmosphere in which to work.

The Signatory Trade Unions:

This is the first in a series of articles dealing with the principal trade unions with which ICI has signed agreements



David Basnett

The National Union of General and Municipal Workers was formed in 1924. Like ICI, it came into being as a result of a merger, being an amalgamation of three existing unions, the National Union of General Workers, the National Amalgamated Union of Labour, and the Municipal Employees Association. The longest established of these, the NUGW, was formed in 1889. It was known at that time as the National Union of Gas Workers and General Labourers of Great Britain and Ireland.

In 1924 the NUGMW, which in those days included in its membership employees in the companies whose amalgamation was to form ICI, had a total membership of 300,000. Today the total membership is around the 800,000 mark, including a proportionately higher membership in ICI.

With so many diverse interests to look after, and the general complexity of modern industrial life, the organisation and running of the union present its officers with formidable problems. The basic unit for all purposes of organisation, administration and representation remains, as originally, the Branch. There are at present some 2300 branches, and in the average branch the local or Branch Secretary is responsible for about 340 members, though some branches are much larger and have full-time branch secretaries. Shop Stewards work under the general supervision of the Branch

Secretary. On average each shop steward of the union looks after about 150 members.

The branch secretaries, shop stewards and other voluntary branch officers are the very life and soul of the union.

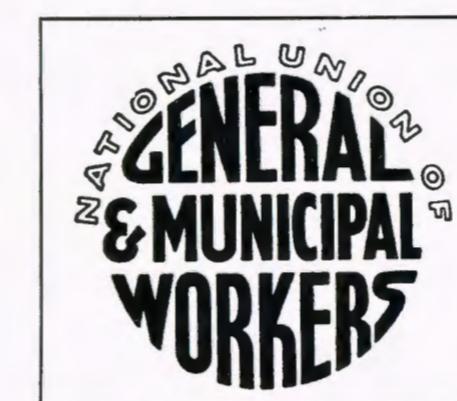
Branches are grouped into ten geographical areas, known as Districts. Each district has its own administrative staff and of course its own offices. Many of these are now fine buildings and a great contrast to the homely situations of 38 years ago. The chief union official in the district is the District Secretary, who supervises and shares in the work of his district officials, who conduct recruitment, negotiations, settlement of grievances, representation of members before national insurance and similar tribunals, and a host of other services to members.

Finally, at National level, there are the National Industrial Officers specialising in and responsible for separate groups of related industries, who normally take the lead for the union in national negotiations. In 1926 there were but two such National Industrial Officers and a National Woman Officer; today there is need for eight such officers and a national woman officer.

The General Secretary is responsible for the administration and finance of the whole union and is its chief officer.

The primary job of the union is, of course, the promotion of the interests of the members it represents, and most of the time of union officers is therefore

The N.U.G.M.W. | David Basnett



spent in negotiation of one kind and another. Nowadays negotiations with employers, if they are not always harmonious, are at least conducted under what might be termed "Queensberry rules." In the old days contests were usually of the "bare-fisted" variety. Collective bargaining as we understand it today did not really begin until after the first world war, when, following the recommendations of the famous Whitley Committee of 1916, Joint Industrial Councils were established. By 1924, when the NUGMW came into operation, there were 50 such councils. Today there are more than 200. In all, the union holds some 500 seats on these councils besides being represented upon between 30 or 40 statutory wages councils.

Another very important aspect of the union's work is concerned with legal assistance to its members, and for this purpose extensive legal departments are

maintained both at district and national levels. Compensation recovered on behalf of members currently exceeds £1,000,000 a year.

Education occupies an ever larger place in the NUGMW scheme of things. Since the end of the last war a tremendous drive has been put into the union's educational work. As a first step one-month courses at technical colleges were organised on a large scale. Initially about a thousand candidates a year attended. Then a full-scale education department was set up at headquarters and districts began organising their own weekend schools.

Today the educational programme includes district weekend schools, summer schools, training courses for branch officers at head office, courses at technical colleges, and one-year scholarships to Ruskin College and Hillcroft College for Women. More than 5000 members yearly avail themselves of these opportunities.

The NUGMW's first General Secretary was the much-loved Will Thorne, who held office up to 1934. Will Thorne had started working in a barber's shop at the age of six and lived to become a Member of Parliament (West Ham, 1906-45), a member of the Parliamentary Committee of the TUC and a Privy Councillor. He was one of the real founders of the union. His successors have been the late Lord Dukeston (1934-46), almost better known as Charles Dukes, who died in 1948, and, more recently, genial Sir Thomas William-

son, who held office until last year and was recently created Baron Williamson of Eccleston.

The present General Secretary is Mr. Jack Cooper, JP, who is a member of the TUC General Council and was Parliamentary Private Secretary to the Secretary of State for Commonwealth Relations 1950-51. He is also a member of the Metropolitan Water Board and the Thames Conservancy.

The General Secretary, as has been said, is responsible for the union's finances—no light responsibility at the best of times, but with a union of the size of the NUGMW and amidst the uncertainties of the times we live in, a heavy one indeed. In 1924 the union's total funds stood at £300,000. Today the union's funds are in the neighbourhood of £5,000,000. Annual investment income has risen from £51,913 in 1946 to £130,000 in 1961. In former days union funds were exclusively invested in the gilt-edged market. The 1960 Union Congress, however, widened the rules governing investment, and the NUGMW took advantage of the wider discretion thereby authorised to invest a proportion of their funds in the leading equities. Naturally the General Secretary is assisted in his financial responsibilities by the best expert advice, but the investment of such large funds and the general financial policy to be followed in regard to them cannot fail to be a matter requiring constant and anxious consideration, if the



Old and new Northern District offices, Newcastle



The Union's first head office



The present head office in Endsleigh Gardens, London

The late Will Thorne, PC



Mr. J. Cooper, JP, the General Secretary



very satisfactory results recorded hitherto are to be maintained.

The NUGMW claims to be a union setting standards and is proud so to claim. Its policies have built up an atmosphere of confidence and mutual respect in its relations with employers and other unions. This has ensured that its views are given serious consideration whenever and wherever they are put forward. It is a policy which the NUGMW is convinced has paid off so far as its members are concerned.

Like every live organisation, the NUGMW has to look to the future, and the future, by the nature of things, lies with youth. The social pattern of life in Britain is changing and the outlook and needs of the young people of tomorrow are likely to be far removed from those of the youth of 1924. The union's aim is to make itself a body to which young people will not only wish to belong but in whose activities and pursuits they will be eager to participate. It may be said that it is easier to state such aims than to blueprint how they are to be achieved. But here what was said earlier concerning the work of the branch secretaries and the voluntary officers is underlined, for it is at the level of direct human contact and day-to-day relationships that the life of a union is renewed and its soul is really fashioned. And it is at this level, in the last analysis, that, as it were, the shapes of the future will take plan.



A Branch Secretaries' course at the head office of the Union



Old and new Northern District offices, Newcastle



The Union's first head office



The present head office in Endsleigh Gardens, London

The late Will Thorne, PC



Mr. J. Cooper, JP, the General Secretary



very satisfactory results recorded hitherto are to be maintained.

The NUGMW claims to be a union setting standards and is proud so to claim. Its policies have built up an atmosphere of confidence and mutual respect in its relations with employers and other unions. This has ensured that its views are given serious consideration whenever and wherever they are put forward. It is a policy which the NUGMW is convinced has paid off so far as its members are concerned.

Like every live organisation, the NUGMW has to look to the future, and the future, by the nature of things, lies with youth. The social pattern of life in Britain is changing and the outlook and needs of the young people of tomorrow are likely to be far removed from those of the youth of 1924. The union's aim is to make itself a body to which young people will not only wish to belong but in whose activities and pursuits they will be eager to participate. It may be said that it is easier to state such aims than to blueprint how they are to be achieved. But here what was said earlier concerning the work of the branch secretaries and the voluntary officers is underlined, for it is at the level of direct human contact and day-to-day relationships that the life of a union is renewed and its soul is really fashioned. And it is at this level, in the last analysis, that, as it were, the shapes of the future will take plan.



A Branch Secretaries' course at the head office of the Union

People & Events

Shipping Advisory Panel

Mr. S. P. Chambers, ICI Chairman, is one of the 17 members of the new Shipping Advisory Panel set up by the Minister of Transport. He is one of two "non-shipping" industrial leaders appointed. The other is Sir William McFadzean, chairman of the Export Council for Europe and managing director of British Insulated Callender's Cables.

Announcing the setting up of the panel in the House of Commons on 2nd August, Mr. Marples said that it would be under his own chairmanship and would advise him "on commercial and economic matters affecting the future prosperity of British shipping."

Bowls Champions

A team of four bowlers from Paints Division won the English Bowling Association's fours championship held at Mortlake on 15th August.

To be eligible to compete in this national championship a team has either to win or take second place in its county champion-

Slough's champions and trophy



ship. Last year Paints Division won the Bucks County Championship for the first time, but were then defeated in an early round of the national championship. This year they qualified as runners-up to Princes Risborough in the county event and then went on to win the English title, beating Oxford City and County 20-16 in the final.

According to the report of the match in *The Times*, "ICI were well served in every position, with the skip, A. Whitehead, the best man on the green." The other three members of the team were L. T. Hall, H. Soen and H. Horwood. Incidentally, Mr. Horwood has been playing bowls for only four seasons and at the time of the match had not gained his county badge—it was awarded to him immediately afterwards.

Profit-sharing Share-out

Later this month £1,513,000 Ordinary Stock will be handed over to 28,000 employees who have either a two-year accumulation or 40 or more units of stock standing to their credit with the trustees of the Profit-Sharing Scheme. It is expected

that stock certificates will be sent out on 15th October.

Over 91,000 employees qualified for bonus for 1961. The bonus amounted to £8,985,000, which after deduction of personal income tax averaged £72 6s. 5d. per employee.

Plants and Plans

Since we last went to press there have been a number of news releases about new plants and projects.

Plastics Division has brought into operation extensions to its 'Welvic' pvc compounding plant at Hillhouse in Lancashire to increase its capacity for the production of polyvinyl chloride compounds from 30,000 tons to 50,000 tons a year. The extensions have taken a year to complete and became fully operative by the beginning of last month. Pvc is used in the manufacture of footwear, flooring and cables, and in piping and sheeting for building.

Dyestuffs Division has also completed extensions to the 'Reglone' weedkiller plant at Huddersfield, and the plant is now in production at the rate of several hundred tons annually. Production is based on dipyridil—not long ago a laboratory curiosity only. A small plant was erected in 1960. The present extension, which greatly increases capacity, has been built in the short space of four months.

Billingham Division announced plans for a new plant to produce liquid carbon dioxide at Severside. In addition to the well-established applications in the brewing and soft drink industries, foundries and chemical works, there is a growing demand from atomic energy installations, where carbon dioxide is used as a heat transfer medium.

Billingham's No. 2 Argon Plant came on line last month. Argon, produced as a by-product of ammonia manufacture, is used largely in welding processes and for filling the glass bulbs of electric filament lamps.

Flowers from Hong Kong

Although we have yet to spot anyone sporting a polythene carnation in his buttonhole, there is no doubt about it—the plastic flower trade is booming.

The latest issue of *Plastics Today*, a Plastics Division publication, gives some fairly startling figures about the artificial



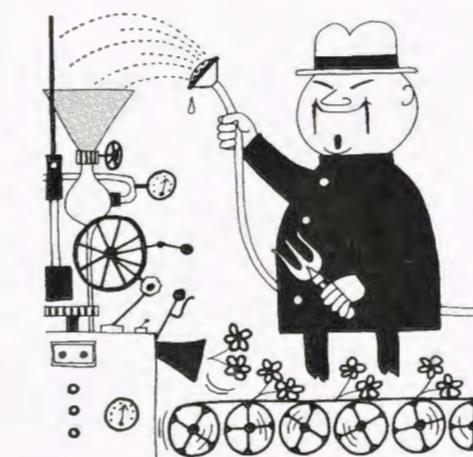
'Terylene' on the Thames. Nearly all of the 288 dinghies in the Tideway Race on the River Thames, sponsored by the "Evening Standard," were using 'Terylene' sails. The race was held as a finale to the City of London Festival, and a nice surprise awaited the

winner of the trophy—a set of 'Terylene' sails to be made to order, presented by Fibres Division. Above: The end of the first stage of the race at the Tower of London

flower industry of Hong Kong, which last year imported more than 30,000 tons of polythene with a value of more than £5½ million. Not all of this ended up as flowers: some was re-exported to other south-east Asian countries and some was used for other purposes on the island itself. The exact amount that went to make plastic fruit, flowers and foliage is not known; but the value of exports of these, which last year reached nearly £10½ million, speaks for itself. Of this total 75% was purchased by the United

States (would their central heating be the reason?) and 9% by Britain.

Hong Kong is the world's largest producer by far, and at peak periods there may be as many as 1000 moulding shops in the colony engaged on the production of flowers. The size of these establishments varies enormously, and a moulding shop may house anything from two to 200 moulding machines. Most of the assembly work is done by outworkers, who receive from the moulding shops weighed quantities of flower components and return to the moulding shops quantities of completed flowers. Often the whole family takes part in the work, using as its premises the streets and alleyways off the main thoroughfares of Hong Kong.



Grim Reminder

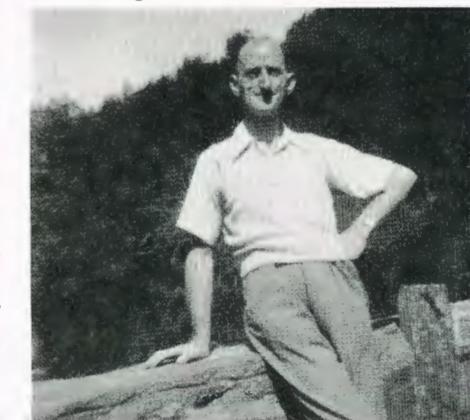
Our article on Mr. George Millington, a carbide tapper at Castner-Kellner Works, in the June issue revived very grim memories for Mr. Alfred Mosley of Dyestuffs Division's Huddersfield Works. Mr. Mosley was captured at the fall of Singapore in 1941 and for three years, as a prisoner of war under the Japanese, worked at the Hongu carbide factory in Korea.

As can be imagined, conditions were

appalling, and Mr. Mosley was one of the fortunate few who survived the terrible experience.

"Our job," he writes, "was stoking open furnaces at a temperature of 2000° Centigrade. There were nine men to a furnace, six furnaces in a row. We worked for 20 minutes and then had 40 minutes' rest. Our protective clothing consisted of a cloth to wrap round our faces and an asbestos apron for our backs. For the rest we wrapped old rags round our feet, wore an old pair of pants, a jacket slung round

Mr. Mosley



our shoulders and our army hats pulled down over our eyes, as we had no goggles. For three grim weary years this work was done on a ration of rice, water, fish heads, and anything else that we could lay our hands on."

Ilford and Telstar

On 12th July an Ilford Ltd. library photograph made history when the first British TV picture was bounced to America from the satellite Telstar.

Taken for Ilford by Neil Nimmo, one of Britain's leading advertising photographers, the picture showed Richard Thorp, of Emergency—Ward 10 fame, and model girl Chloe Brown. Ilford regularly supply the BBC with photographs for test card make-up, and it was in this connection that the Ilford picture made history.

Ilford products have been in space before: theirs was the first company to manufacture nuclear emulsion in block-sheet form and is in fact now the only one in the western world making such materials for high-altitude space research. The sheets of specially sensitised emulsion, bound into stacks, are flown at a great height to record the disintegration produced by nuclear particles coming from outer space.

Ilford and ICI first joined forces three years ago in the technical and commercial development of a new colour film process, originally developed by Dyestuffs Division.



The first Telstar picture

New Company

The recent announcement that ICI (Export)'s branch office at Frankfurt has been handed over to a new company ICI (Deutschland) GmbH reflects the belief of the European Council that ICI's trading companies in Europe should be identified as closely as possible with the countries in which they operate and in name and style should be in line with local practice.

The new company has no board of directors, but Dr. F. H. Peakin has been appointed manager with much the same responsibilities as in his previous post of local director of ICI (Export) in Germany.

Masai Gift

An unfortunate accident a year ago in which Mr. D. A. B. Garton-Sprenger, general manager of the Magadi Soda Company in Kenya, broke his ankle, had a pleasant sequel recently.

At a baraza, or gathering, attended by many Masai, Mr. Garton-Sprenger was presented with a walking stick carrying a silver band inscribed with his name. Chief Maora and one of the elders explained the significance of the occasion, and the Rev. Daudi Makinyo, who had come specially to Magadi, formally handed over the stick to Mr. Garton-Sprenger.

All the Masai speakers referred with gratitude to the long-standing friendliness that had always existed between the Company and the Masai and to the continued

evidence of the Company's close interest in Masai welfare. The water supplies made available by the Company in the area and the medical treatment that was available, without charge, at the Company's hospital were greatly appreciated.

In addition to all this, for more than a year the Company had generously helped in relieving the hardships of Masai locally by providing transport for the distribution of famine relief foodstuffs and by rescuing Masai who became marooned during floods towards the end of last year. Great gratitude was also felt for the Company's gift of money to the Kenya Famine Relief Fund.

Last year the Company had also given a firm undertaking to contribute towards the cost of building a Masai secondary school.

New Division Chairman

Dr. John Sisson, whose appointment as chairman of Plastics Division from 1st January 1963 in succession to Dr. J. C. Swallow was announced on 15th August, is 54 and has been a joint managing director of the Division since 1951.

All his working life has been spent with ICI, which he joined from Bristol University in 1933. His first appointment was as a technical officer at Billingham, where he was engaged on plastics research. In 1936 he became works manager of the 'Mouldrite' factory at Croydon. In 1943

he was appointed manager of Home Sales Control Department at Welwyn and four years later went to the Southern Regional Sales organisation as manager of the Plastics Department. He returned to Welwyn as Division sales director in 1949 and in September 1951 became a joint managing director of the Division, his present position.

Dr. Sisson is married with three children. His hobbies are mountain walking, foreign travel and modern art.

Dr. Sisson



The Puffin

A £5000 Goal

One of several contenders for the £5000 Kremer prize for the first man-powered aircraft to fly one mile over a figure-of-eight course, the Puffin, entered by Hatfield Man-Powered Aircraft Club, is covered with 'Melinex,' the crystal-clear polyester film made by Plastics Division.

Because of the comparatively low power developed by the pilot, who pedals to drive a single landing wheel and propeller simultaneously, it was necessary to build an aircraft of large wing-span and exceptionally low weight. By covering the wings, fuselage, canopy, tail and control surfaces with 'Melinex,' the designers were able to reduce the overall weight considerably.

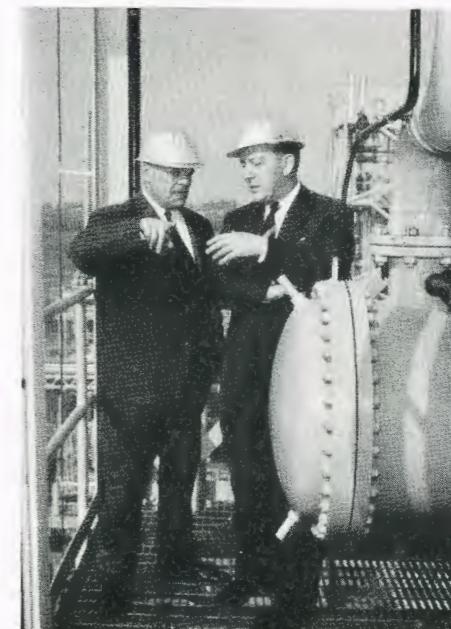
Pedalled by Mr. J. C. Wimpenny, chairman of the Hatfield Club, the Puffin has already completed an observed flight of 993 yards to win a £50 prize offered by a member of the Royal Aeronautical Society for the first flight of a man-powered aircraft over half a mile. Later an attempt will be made to achieve the more difficult feat of flying one mile on a course involving figure-of-eight turns.

During the experimental stages of the Puffin, advice on the use of 'Melinex' in this very unusual application was given by technical officers of Plastics Division, and film samples were made available.

'Melinex,' which is made from the same raw materials as 'Terylene' and possesses outstanding strength, has another advantage as far as the Puffin is concerned, as it

does not absorb or transmit moisture. The balsa wood structure must not be allowed to dry out excessively, and an optimum level of humidity is maintained by applications of steam.

Ambassador's visit. Sir George Middleton, British Ambassador to Argentina (right), photographed during a recent visit to the San Lorenzo site where Duperil's new industrial complex—to be inaugurated on 3rd October—is being built. With him is Dr. C. Pereyra, works manager



British Legion Honour

A commissionaire until recently at General Chemicals Division's Gaskell-Marsh Works and now at The Heath, Runcorn, Mr. S. C. Ray, has been awarded the British Legion's gold badge for outstanding service in the ranks of the Legion.

Mr. Ray served as a regular soldier for 14 years in the 1st Battalion North Staffordshire Regiment and attained the rank of regimental quartermaster. He attended his first meeting of the Ball o' Ditton Branch of the Legion some 13

Mr. S. C. Ray





New Danish plant. Scandinavia's first polythene plant, a joint venture by ICI and the Danish Moller organisation. Our photograph was taken from the adjoining refinery, which supplies ethylene gas for conversion to polythene by the ICI high-pressure process. Copenhagen is in the background

Youth Clubs ceremony. The Duchess of Buccleuch, joint president of the National Association of Youth Clubs, presents to Frank Layton, chairman of the Alexander Fleck Youth Centre at Wilton, his certificate for the senior members' course in club work. The occasion was the annual meeting of the Association at the Mansion House, London. Frank was representing the North Riding County Association



years ago in a wooden shed in the yard of a local hotel. In those 13 years the branch membership has increased from 4 to 400 and they also have a fine new headquarters, and Sam Ray has been the man mainly responsible for guiding the branch to this success.

He has many other interests, and these include being a sergeant-major in the local Cadet force, chairman of the Widnes Festival of Remembrance, and a member of the Widnes Disablement Advisory Committee.

St. John Awards

A member of the Dyestuffs Division Medical Department, **Mr. Harry Greenfield**, and a Wilton Works pensioner, **Mr. Jack Lewis**, have had their long service to the St. John Ambulance Organisation recognised. They have both been appointed serving brothers of the Order of St. John.

Taking up first aid in 1920 when he was employed at Eston Mine, Mr. Lewis gained his first award in 1921 and continued his first aid activities at the mine until its closure in 1949. Shortly afterwards he joined the PF Plant at Wilton and in 1950 became the first secretary of the Wilton first aid group. He held this office in what is the largest voluntary class in the country until the last AGM, when he became supervising secretary. He retired last December.

Mr. Greenfield joined the St. John Ambulance Brigade in 1924 and during the second world war worked as group officer with No. 2 Civil Defence Heavy Rescue Regional Column. Thereafter he was corps secretary for the Huddersfield and District St. John Ambulance Brigade until 1959 and from 1956 until the present has been centre secretary for the District St. John Ambulance Association. Incidentally, Mrs. Greenfield has also received the same award from the Order.

Persian Earthquake Relief

Pharmaceuticals Division has made a gift of about two tons of medical supplies, including antibacterials and antiseptics, to Persia for use in areas stricken by the recent earthquake. The supplies are being flown out to Persia without charge by BOAC.

Printing Award. The Kynoch Press, Birmingham, who print this magazine, recently gained the premier trophy in the "Printing World" National Letterpress Annual Awards for 1961. Left to right: Mr. C. A. Hurst, Composing Room foreman, Mr. T. O'Leary (Composing Room), Mr. St. J. Elstob, Chairman, IMI (Kynoch) Ltd., Mr. S. A. Pace, Works Manager, Mr. W. A. Heath, General Manager, Mr. L. Bolton, Binding Department foreman, and Mr. J. Craddock (Letterpress Machine Room)

Retirement of Mr. G. K. Hampshire

Mr. G. K. Hampshire



Tribute by the Chairman

I should like to pay my own personal tribute to George Hampshire on his retirement from the Company after nearly 39 years' service. He joined Brunner, Mond & Co. Ltd. in 1923 and after progressive appointments became Chairman of the General Chemicals Division in 1947, which office he held until February 1959, when he joined the Main Board.

Although I have not known him for as long as some of my colleagues, I have had many opportunities of appreciating his good work over the last fifteen years. It is interesting to note that during the period that he was Chairman of General Chemicals Division the total sales of that Division rose from £18 million to £53 million and the profits from £1½ million to just on £7 million. In other words, during that period the sales trebled and the profits quadrupled. The Division also added many new products to its selling range.

Quite late in his career Mr. Hampshire had a serious illness and, shortly after recovering from it, sustained injuries in a car accident on the Continent. This would have discouraged and disabled a lesser man, and everybody admired the way in which he came back after what I thought was an unexpectedly short period of convalescence to do the really hard work which is the lot of a full-time executive Director of the Company. We are indebted to him for his great contributions to the Company's progress, and he will be remembered and respected for the fine personal qualities which he has always displayed.

He will be much missed by his colleagues and friends in ICI and on their behalf I should like to wish him a long and happy retirement.

S. P. Chambers

50 Years' Service

During the past two months the following employees have completed 50 years with the Company



Mr. C. Blackburn
Alkali Division
(1st August)



Mr. H. Dickenson
Alkali Division
(28th July)



Mr. J. Hartle
Alkali Division
(1st August)



Mr. H. Hayes
General Chemicals Division
(16th July)



Mr. S. Southern
General Chemicals Division
(21st August)

New Morris 1100. 'Vynide,' 'Vynair,' 'Vyweld' and 'Vulkide,' made by ICI (Hyde) Ltd., are being used extensively in the new Morris 1100. Paints Division supply undercoats and body colours for this model. One of the cars supplied by Morris Motors Ltd. was on show for a week at ICI (Hyde) recently, and most employees took the opportunity to inspect it



Retirements

Some recent announcements of senior staff retirements are: **Alkali Division:** Mr. E. Henderson, Operations Director (retiring 31st January 1963 for health reasons).

General Chemicals Division: Dr. S. W. Rowell, Development Manager (retiring 31st October). **Head Office:** Mr. G. K. Hampshire, Group B Director (retired 31st August). **Pharmaceuticals Division:** Dr. E. Weston Hurst, Section Head, Research Department (retired 30th June).

Plastics Division: Dr. J. C. Swallow, Chairman (retiring early 1963). **Scottish Agricultural Industries Ltd.:** Mr. E. P. Hudson, Managing Director (retiring 1st November). **ICI (Export) Portugal:** Mr. W. C. Collett, Local Director and Manager (retiring 30th June 1963).

Making ready for Winter

For those people with a greenhouse or garden frame the growing of plants and shrubs from cuttings or seeds is comparatively easy, and the keen gardener is always anxious to grow many different plants himself. There is something more personal about a plant or shrub which we have grown from a cutting or seed ourselves than one which we have had to buy. To those without either greenhouse or frame it is not so simple, although there are certain seasons of the year when cuttings of both shrubs and roses can be taken, put into the garden without any protection, and they will form roots and grow. At the present time we can put in cuttings of roses and shrubs and grow some of our own and carefully watch their progress right from the beginning.

The ideal pieces of hybrid tea or floribunda roses to make into cuttings are those which have flowered. We are then sure the wood is hard and ripe as it should be for cuttings to be put in the outside garden. Select pieces twelve to fifteen inches long and pull them away from the main stem or older wood with a downward pull. By doing this a portion of the older wood will come away with the cutting, and this will form what the gardener calls a "heel." To make the cuttings cut off four or five inches from the top, cutting just above a leaf joint. Next with a sharp knife trim away from the base any loose bark or wood and smooth over the surface which was torn away from the bush. Any leaves on the bottom six inches of the cutting can be pulled off to leave the stem clear.

Cuttings of various shrubs such as forsythia, flowering currant, weigela, spiraea, lilac and others can be made in the same way. Select young branches twelve to fifteen inches long and pull these away from the main branches in a similar way to the rose. Trim these in the same way too, and to help rooting, cuttings of both the rose and the shrub can be treated with a hormone rooting powder. Dip the bottom half-inch of each one first into water and then into the powder, and enough powder will stick to the stem to help the formation of the roots. To put the cuttings in, select a part of the garden which is sheltered by a wall or fence. Make a trench with the spade not more than about eight inches deep. The trench should have a vertical side and a sloping side. Along the bottom put an inch layer of coarse sand and put the cuttings in so that the base of each one is resting in the sand and being supported by the vertical side of the trench. Push back the soil and tread all along so that each cutting is held firmly in the soil. They need only to be two to three inches apart. In the spring shoots will begin to form, and that is a sign that roots are forming below soil level. In the following autumn they can be transplanted.

At this season of the year a slight frost and the tops of the dahlias are blackened. Whatever their state now, there is not much point in leaving them in the garden any longer. They can be lifted and the tuberous roots dried ready for putting away for the winter. A label must be tied to the stem of each plant

just above soil level with variety, colour and height so that in the spring we have the information we need when planting. The tops can be cut off nine inches above the soil and the roots lifted with as little damage as is possible. They must then be placed somewhere to dry. It is the stems which take the most drying—being hollow they tend to hold the moisture. When dry the roots must be stored away where they will be perfectly safe from frost—they can be wrapped in newspaper or packed in straw. Dusting the roots and stems with yellow flowers of sulphur before putting them away will help to prevent fungus from affecting and possibly killing the stems and in particular the buds from which next year's new growth will arise.

The large double and single flowered begonias have been increasingly popular over the past few years for summer flowering outside, and this year in spite of so much cool weather they have flowered exceptionally well. If these have not already been taken up it is one of those jobs which must be done without delay. Too much cold and wet may spoil the tubers for next year. If the tops have not completely died down, lay them out with tops on to dry. A frame or under the greenhouse staging is the ideal place or, failing this, the garden shed or garage. They will not stand low temperatures and must be kept during drying and afterwards where the temperature does not fall below 45 degrees fahrenheit. When the tops have died and the tubers are dry, clean off as much soil as possible and dust these with sulphur too. They can be put into boxes with sawdust or dry peat round them, and it is safest, I think, to find a place for them somewhere in the house where they will be kept reasonably warm.

I am often being asked if anemone roots should be lifted for the winter. These are best left in the ground, as they are quite hardy. Some peat or leaf mould can be spread over the surface of the soil after the tops have died down.

The last of the annual plants can now be cleared away to make way for those which will flower in the spring. It is time to plant wallflowers, polyanthus, forget-me-nots, winter flowering pansies, aubrieta, yellow alyssum, as well as tulips, crocus and other bulbs and corms which will give such a bright array of colour in our gardens during the spring. The soil in the beds and borders must be dug over and prepared for planting. To fork lightly over the surface does not give these plants a fair chance. I prefer to dig with the spade, ten to twelve inches deep. I like to put manure or compost into the beds and borders at this time of the year rather than in May before planting the summer flowering plants.

When lifting the plants for replanting, lift each one carefully and keep as much soil as possible on the roots. Should you have to buy them, choose those which look fresh and healthy and avoid those which are drooping badly. In either case they must be planted as soon as possible, and certainly before the roots get

dry. Should the roots appear to be dry, dip them into a bucket of water before you plant them. Each one must be planted with the roots spread out in a hole large enough to avoid cramping, and the soil must be pressed in very firmly, otherwise they will be loosened by wind and rain. Allow twelve inches from plant to plant for wallflowers, nine inches apart for polyanthus, pansies and aubrieta, and six to nine inches for forget-me-nots. Bulbs and corms should be planted at least three to four inches deep, and they can be planted between the wallflowers and other plants, or in groups by themselves, keeping the crocus and other shorter stemmed flowers to the front. I prefer to see the spring flowering bulbs and corms kept to themselves in groups along the front of borders or between and round shrubs and trees.

The next few weeks are ideal for planting permanent plants such as roses, shrubs and fruit trees, etc., in the garden. The growth of these has almost finished for this season, but the soil is still quite warm and they will have an opportunity to begin to establish themselves before the worst of the winter weather begins. Although it is a reminder of winter not being far away, the autumn colours in the garden are delightful. Apart from the last of its flowers such as michaelmas daisies, chrysanthemums, helianthus and others, there are the bright and varied colours of the autumn tinted foliage and berries. When ordering and planting shrubs, as so many will be doing during the next few months, it is as well to bear in mind the colour that can be had in autumn as well as the flowers in spring and summer. If you look round your own district at the moment, which are the shrubs providing the brightest colourings? As No. 1 I would say *Rhus typhina*, more commonly known as the Stag's Horn Sumach and sometimes quite wrongly called the Burning Bush. In autumn the shrub turns the brightest scarlet of any I know and still retains the crimson pyramid-like flower heads at the end of each branch. It rarely grows more than six or seven feet high, and in summer the foliage is really handsome. A near relative of this is the Smoke Bush, *Rhus cotinus*, and the best is *purpurea*, with the purple foliage in summer which turns a rich crimson in autumn. In the late summer the whole shrub becomes covered in a feathery mass of inflorescences, pinkish at first and turning grey, and from this it gets the name Smoke Bush. Neither of these shrubs is at all fussy about soil, in fact they will do really well on a poor soil, and under these conditions the autumn colours are brighter than those on the better soils.

The firethorn or *Pyracantha lalandii* always catches the eye, with its masses of orange scarlet berries, which fortunately the birds usually leave alone until late winter. This is ideal as a shrub and just as beautiful when trained against a wall, and it is evergreen. One of the best of the cotoneasters for autumn colour is the well-known variety *horizontalis*, with its flat horizontal branches; this is a deciduous shrub, but the yellow and scarlet foliage with crimson berries makes a pretty picture from September to November, and the berries remain until well into the winter. As a specimen low-growing shrub it is ideal, and it is just as happy when the flat branches are trained against a wall.

If I mention more it must be the *Rosa moyesii*, one of the rose species and a splendid shrub growing six to eight feet high. It has a delicate fern-like foliage. The single flowers are a dusky red, and these are followed by large bottle-shaped fruits or hips. There is a variety of this named Geranium which does not grow quite so tall and the flowers are, if anything, brighter. Where there is room for a shrub one of these should be planted. There are other species and shrub roses worthy of consideration.



The Roman Bargain | Patricia Miles

"I'll do all the talking," said Signora Nelly as we pushed through the bead-curtained doorway of the mattress-maker's shop—"You don't open your mouth."

It wasn't that my Italian was so bad—the Signora had taught me the language herself, more or less by telepathy—but my temperament was unsuitable. Shopping with Signora Nelly was like a sortie into enemy country, and I was much too agreeable: there was no bite in my bargaining.

"Buon giorno, signore"—enter the mattress-maker, a big, cordial, fair-haired man with a fine open countenance. Around the walls of his shop hung different grades of stuffing, bundles of coarse grass, black matted hair and fine pieces of fleece, soft and white. On the floor stood sacks of flock. Signora Nelly got down to business.

It appeared that her sister—that was me—was moving out of Rome into the country and required a first-class mattress.

I was not much surprised to hear that I was now Signora Nelly's sister, although in fact she came from somewhere near Venice and I from a moor in Lancashire. We had first met five months previously when my husband and I went to lodge with her in Rome. I did not in the least mind being her sister—she was by no means the only Italian relation I had found.

The charming widow from whom we were to rent our new flat in the country had already explained to me that, for tax purposes only, I was her cousin from the north (how far north was unspecified), who of course lived rent-free.

Signora Nelly, having conveyed that although I might look dim I was not alone in the world, now began to appraise the quality of the ticking. She felt it hard between finger and thumb, and made no bones about holding it up to the light. We examined several pieces of material in this way, while the dialogue became mutually insulting, but without animosity.

The mattress-maker: "Scusi signora, anyone accustomed to good-quality stuff would realise this is a nice piece of material."

Signora Nelly, not impressed: "Mm—how much is it?"

"Er . . . six and six a yard," says the mattress-maker, shrugging it off.

The signora: "You're joking. I'll look at another."

It was a pleasure to watch her at work: I still had so much to learn.

When Signora Nelly first got hold of me I was fresh from a sheltered academic world, newly married, and completely green

about running a house. I often thought it was a pity she should have to judge English housewives from my performance. Without wasting time, she taught me to cook, wash and keep house—Italian style. The shopping was a degree course in itself.

I learned to test the freshness of eggs by shaking them close to my ear: if you heard anything you put them back. I weighed oranges in my hand—they had to weigh heavy—prodiced cabbages, and grumbled openly at the amount of fat on the meat. We bought very small quantities at a time—two eggs, three carrots, one onion, and we went to the market every day. The training was certainly intensive. If we wanted soap or shoe polish or English cold cream we watched for a rather furtive man with a suitcase who favoured a hasty sale and a quick disappearance. From one point of view these were mean shifts, from another they gave errand-going zest and an almost heroic quality. The signora had lived twenty years in Rome, and while she adored the city she knew what she was up against. "Never trust a Roman over money—they can't resist making something out of you."

It was not altogether easy to maintain the constant aggression and acuteness. I had the disabling "English" habit of excessive politeness; and, I have to admit, by nature I was a dreamer.

I was only too happy to moon about the beautiful, dangerous piazzas, to hang over the balustrade at the Spanish Steps and watch the mesmerising flow of city life, to haunt the narrow streets off the Corso, and the Pantheon, with its great concrete dome like a headache. Signora Nelly wanted me to go to dress-making lessons with her. I often wish I had.

By May, however, our plans were completed and we were ready to move. The flat which my new "cousin" owned was the ground floor of a substantial villa overlooking the plain of Rome and the sea. We quickly filled it up with secondhand furniture, and it only remained to order the bed. I noted that when it came to this last purchase under her aegis, Signora Nelly preferred to do it herself.

The mattress-maker and the signora finished dealing with the ticking. They spent rather less time over the interior. We decided to have the pure white wool. We did not even examine the other stuff. A price was fixed on—I forgot exactly how much—a little less than he asked, a little more than she offered. A tray of coffee was sent for, and the deal was pleasantly concluded. We sipped daintily out of the little cups—like Signora



Nelly I was dressed in the height of Roman fashion for that summer, and that had been uphill work for her too: even now I still tended to lope along at her side as if I were crossing ploughed fields. In some ways perhaps it would be a relief to get into the country.

A week later the mattress was finished. It was a fine job, beautifully firm. We collected it in a truck en route for the hills. Doubtfully Signora Nelly said goodbye to us and left us to manage on our own. "Tante cose! Tante auguri" she wished us, and made many promises to come and see us.

Summer and autumn went by, and in December, rather unexpectedly, we found we should be leaving Italy. The boot was now on the other foot: we had to sell everything.

For some reason I did not enlist the signora's help. I had been a whole year in Italy, I could speak the language, and what was more skilful, understand it when it was spoken, in fact I now fancied myself shrewd to a degree.

The summer visitors had long since departed and most of the other villas stood empty, but there were plenty of peasant families about. I got rid of most of the stuff without undue haggling, but when it came to the mattress I decided not to part with it so easily. I had confidence in it: I stuck out for fifteen thousand lire.

Our vegetable woman, Giulia, thought that Angelina, her sister (I suppose she was her sister), needed a new mattress. They came up, looked at it, and went away again. They seemed suspicious of something, I did not know what. But the next

day they came again, shuffling through the fallen leaves which now choked the front path. I let them in.

It seemed they had had a good idea. Angelina produced a pair of scissors, but Giulia, the more formidable of the two, did the talking. They proposed cutting open the mattress to see the inside of it for themselves, if the Signora would only permit them—they would sew it up again afterwards: they had brought a needle and thread with them too. I had heard peasants were cautious: perhaps Roman peasants were in a class on their own.

I refused indignantly, and assured them again it contained nothing but the finest white wool. Still, what had I to lose? We English do not cheat. Go ahead, open the mattress, see for yourselves.

Angelina cut the stitches in one of the seams; the cover sprang apart from the pressure of all that rich stuffing, and we saw the inside: it was hairy, matted, and black.

Giulia and Angelina stared at it as if it had been seaweed. They were lucky, I felt—it might easily have been. With considerable satisfaction Angelina sewed it up again, while Giulia paid me out—ten thousand. I think in the end they believed I was the victim, not the originator of the swindle, more fool than knave, a doubtful compliment at best.

Signora Nelly saw us off at Stazione Termini as we made our final departure from Rome. I never told her: she had been kind and done her best, and after all, she was only from the Veneto, from the Roman point of view a mere provincial like myself. That sort always gets rooked in the metropolis.

'Terylene'/wool jersey is a new fabric which comes into the shops this autumn. It is washable, and skirts made of it will not sag or lose their shape, even if they are pencil slim. This three-piece outfit is made by In Fashion in a black-and-white Prince of Wales check 'Terylene'/wool worsted and plain black for the jumper. Retail price: approximately 13 guineas

Current Trends: The Fashion Trade

JOSEPHINE MARLEY-COX

This is the first in a series of articles which the *Magazine* hopes to publish on current trends in trade and industry

Every season around the time when the Paris couturiers show their collections there's an outcry from some section of the rag trade about "irresponsible" reports given by some fashion journalists. As a result, screams the trade, women won't buy the new season's clothes waiting to come into the shops, because they fear that by next season these clothes will be out of fashion.

Who's right? Is the fashion writer who reports that Cardin dropped his hemline to mid calf, and that therefore your winter suit must be that length to be in fashion, doing her readers a service, or is the manufacturer not paying enough attention to fashion changes and trying to cover his slowness off the mark by abusing the press?

I think the answer lies somewhere between the two points of view. The fashion journalist must be allowed to voice her opinion, but unfortunately so often a factual report is overbalanced by a sensational headline—no fault of the writer's, but picked out by her sub-editor as the focal point. "Skirts drop five inches this autumn" is obviously much more exciting news than a couple of lines tucked away in a fashion report saying that, although one particular designer is showing longer skirts, this is of course only a trend; it will take at least another two or three seasons before any skirt-lengthening becomes general and so affect the average woman.

The manufacturer cannot possibly, except in a few specialised instances, produce mass-produced Paris-inspired designs until the following season. Production machinery just does not allow it to be done economically under that time. Also an original Paris design has to be altered and adapted for the mass market. Anyone who has examined some of the dresses made by the top Paris couturiers would agree that getting in and out of them often resembles an exercise in escapology.

So a trend in fashion has to come gradually; Paris is the biggest melting pot for ideas, with certain couturiers having more of them than others. But the reason why, when one goes to see the collections there, one finds the same ideas emerging from the various houses is because fashion has to evolve; it's not something that is born overnight. That's a gimmick—a real fashion is never built on gimmicks.

What is the trend now? At the risk of sticking my neck out I would say that hemlines will go down, but not drastically, and it will take some time. Apart from Cardin, whose collection at the beginning of the Paris autumn shows hit the headlines with his calf-length skirts, Jean Desses also lowered his skirts and often banded the hem with fur for daytime. But over all Paris suit jackets were longer, and by proportion, as the jacket grows longer so must the skirt to give a balanced silhouette. Jackets are also becoming more moulded, particularly in the front, and with this longer fitted line skirts are straight rather than flared. It is only with the waist-length bolero type of jacket which Dior and



TOP LEFT: This casual suit for town or country, in checked 'Terylene'/wool jersey with a small percentage of viscose, is made by Windsmoor, in a number of colour combinations. Retail price: suit 7½ guineas, blouse 3 guineas. The suit can be bought separately from the blouse. BOTTOM LEFT: Susan Barry makes this easy-to-wear cardigan suit in 'Terylene'/wool jersey, highlighted with brass buttons and two big pockets on the jacket. It is available in blue, green, tan and mustard. Retail price: approximately £7 10s. BELOW: Paris this autumn abounds with tunics of every kind, and the line of this sleeveless dress in moss green 'Terylene'/wool jersey, with its wide box pleated tunic over a reed-slim underskirt, is typical of Capucci



Nina Ricci showed as alternatives to the longer line that skirts become fuller.

Sleeves, which for so long have been three-quarter or non-existent, are now growing. Many dresses and suits have long tight sleeves, even for the evening, and this is one of fashion's most important developments.

Dresses continue to be slightly flared. Quite a number of couturiers showed 'Terylene' dresses in their collections this season, and all of them had what the fashion trade likes to call "movement" in their skirts. Jacques Griffe and Capucci each had a dress with a slightly flared skirt, and Capucci also showed a tunic dress in 'Terylene'/wool jersey. This trend for tunics, whether borrowed from a rajah or from a schoolgirl, was very marked. The Capucci one was actually a thigh-length box pleated tunic over a string bean underskirt, but other designers showed skinny tunics almost to the knee, with only an inch or two of underskirt showing beneath.

That's one line which is obviously going to influence the clothes that you or I will buy next spring. Unfortunately, like so many fashions, it is a line which looks better on the tall girl. However, for the woman who is tall and not as slim as she would like to be, it's good too. The narrow underskirt helps to give an illusion of slimness.

For the girl who has got a lovely figure the tiered line of Nina Ricci's dresses will appeal. But not for anyone who worries about a "spare tyre." The line has a high bodice, cut in one with

Nina Ricci's "tiered dress" shown here is made in 'Terylene'/wool jersey, which is admirably suitable for the draped midriff secured by a buckle at one side. Apart from a few sheath dresses, this line is repeated again and again throughout the collection



278

the sleeves, and then a deep, tightly hugging midriff emphasised by a band round the ribs and another just below the waist. The skirt is straight, but gathered at the top below the waistband so that there is some fullness. This style is being copied for coats too, but with the skirt cut slightly flared. And if you top it with a scarf tipped with a pompon you will be right in fashion.

These scarves appear everywhere. They muffle coats and suits up to the ears. Those in the money have their scarves in mink, Persian lamb or beaver, those without have them in fabric to match their coat or suit and perhaps have the pompon in fur.

Fur is another best seller. In Paris nearly every coat or suit had a fur hat—a toque, a bowler or a pointed elf cap—and of course those were the shapes for the felts and the velvets too. For real winter the scarf hood is a natural, and there will be outsize fur collars which turn up into hoods attached to coats and even suits and dresses.

In Paris there were lots of hostess gowns. They looked very pretty and soignée and brought home the message that the Chelsea look is going out and a more grown-up elegance is coming in. As far as I could see, though, that was the limit of their usefulness, and I can think of very few women who, if they had a hostess gown, would have an occasion to wear it. What is more significant are the long evening dresses, many of them topped by a little embroidered cape or jacket. Choose a matt satin or brocade with pink, orange or jade green as top favourite shades. If you are investing in a new evening dress, look for something on these lines with a full skirt, and maybe bathing dress straps crossing over at the back. Or a flowing Grecian style, perhaps with a matching or contrasting scarf—yes, scarves even make their appearance in the ballroom.

So much for the trends. Now something to buy now. If you are young, go for the military look, with slightly square shoulders and high to the neck. One outfit comes either in Prince of Wales check 'Terylene'/wool worsted or a tiny dice check. It has a flared skirt, brief button-up jacket with long tight sleeves and a plain jumper top, sleeveless and wrapping high round the throat. That would cost you around 13½ gns. Or there's a new fabric—a 'Terylene'/wool jersey which you can buy by the yard or find in the shops made up into dresses, suits and slacks. A Chanel type jumper suit with gilt buttoned cardigan jacket and straight skirt is around 7½ gns. in Vogue's new Glowing Amber shade, a white cocktail dress in the same fabric by Frank Usher is approximately 17 gns., while 'Terylene'/wool jersey slacks which you can just chuck into the washing machine without worrying about shrinking are by Sportaville and retail at 4½ gns.

Look for casual suits unlined and washable in 'Terylene'/wool worsted, sometimes plain, sometimes checked. Windsmoor have them, so do Reldan and Susan Barry, to mention just a few. There are dresses too in this fabric, while for parties 'Terylene'/silk georgette is pretty and practical, or 'Terylene' lawn in winter prints. Incidentally, watch for 'Terylene' lawn in checks, stripes and new brilliant prints which will be coming into the shops next spring, and also for a very fine silky 'Terylene'/cotton fabric which has a lovely handle and comes in bright stripes and patterns.

And for wear on cold nights there are brushed 'Terylene' nightshirts, pyjamas and nighties in bright colours—scarlet trimmed with black or white lace or emerald green—as well as all the conventional lingerie shades. Some of them cost under £2 and are worth a shopping spree.



Although generations of "pop" poets have sung the praises of the English countryside, gardens, roses—even beer—few, if any, have graced the language with an ode to English streets. Certainly no contemporary poet could have done so, for the chrome and neon age of the '30s and '40s produced a rash of



Denbigh was never without some charm. For years this quiet market town in North Wales was dominated by black and white. When the Borough Surveyor, Mr. R. G. Hughes, mooted the possibility of a "paint-up" for the main street he was enthusiastically supported by the local council, who invited Paints Division Colour Advisory Department to submit schemes. These were endorsed by the Borough

streets of such soulless ill-grace as only the most malevolently intended planning could have achieved.

The truth is, of course, that such streets were not planned, they just happened. So did the profusion of advertising signs, and the crop of official signs, with their "NO WAITING," "NO

The upper photograph shows Magdalen Street, Norwich, as it was before the Civic Trust designers got to work. It looked cluttered and unneighbourly; but as the lower photograph shows, it took on a new look when unnecessary signs were removed and an overall balm of colour was applied. The individual shops, far from losing their identity, now look even more distinctive



UNLOADING," and the ill-designed lamp standards, bus shelters—all in different colours, different shapes, and different positions.

In 1959 the newly formed Civic Trust, formed to encourage better standards of architecture and design, saw this growing confusion as one of the first jobs it should tackle. Accordingly the Trust selected a street which, in its own words, was "no better, no worse than many others"—Magdalen Street, Norwich—to demonstrate its faith in colour and design as a means of restoring harmony and good neighbourliness to streets which had grown despondently "apart."

First the Trust had to persuade the local authority that its plan to put new life into Magdalen Street was not only possible but worth while. To the credit of Norwich, the Trust's scheme was enthusiastically received. The individual traders, too, nearly all joined in at the first time of asking, and more joined as the work progressed. In the event, 22 projecting signs were removed, 38 facias were relettered, 26 new shop blinds were installed and 65 shops were repainted.

The Norwich Experiment, as it came to be called, was a great success. Representatives from all over the country attended the official opening to see the "new look," to hear how it was done, and to report to their councils and chambers of trade on the amazing rejuvenation of Magdalen Street. Their reports were supported by a colour film of the project made by the Civic Trust.

Soon enquiries were pouring in from local authorities and civic societies all over the country, and in no time the Civic Trust was up to its neck conducting public meetings, helping to set up committees, appointing co-ordinating architects, and generally giving advice on procedures, costs and planning. In the first year after the Norwich Experiment nearly 200 such projects were being considered by local authorities and traders all over the country.

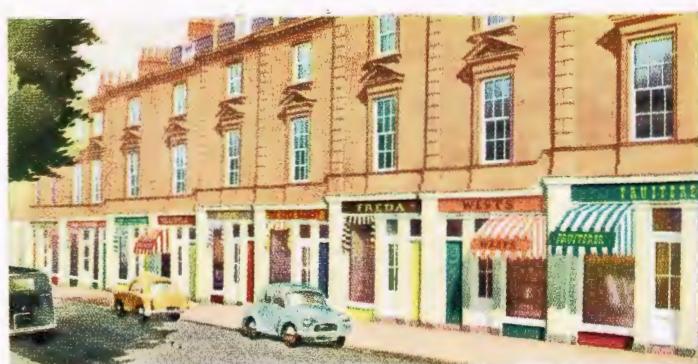
At about the time of Norwich, the Colour Advisory Department of Paints Division was invited to produce a colour scheme for Montpellier Walk, a Regency terrace in one of the spa areas in Cheltenham. The invitation came from the Regency Society of Cheltenham, who were anxious to restore, where necessary, the best Regency buildings in Cheltenham. Montpellier Walk had retained most of its original distinctive features, but the varied shop fronts, display signs and facia boards which had been put up over the years had threatened to rob the terrace of its former elegance.

Thus the problem which confronted the Paints Division colour advisers was, up to a point, similar to Norwich, but with an important difference. Montpellier Walk was not a heterogeneous collection of buildings put up at odd times, but a well-planned terrace, conceived and built as one piece. On the face of it, the colour planners' job on such occasions seems comparatively simple, but the very similarity of the buildings made the job a delicate one. To go too far in trying to achieve colour harmony might have made the shops indistinguishable one from the other, and could have turned the parade into a Regency supermarket! Commercial interests, too, necessitated a distinction between one shop and another.

The results, illustrated here, speak for themselves. Above shop-level, mere cleaning and restoration were all that was needed apart from repair and painting of the balustrade. The part-draped Grecian beauties between the shops provided a link at the lower level, allowing the colour experts to let

A Regency terrace presents a different problem for colour planners. At Cheltenham the unity of this charming terrace was threatened by the multiplicity of facia styles shown in the black and white photographs below. Paints Division Colour Advisory Department overcame this by suggesting that the upper structure should be kept in the same colour—and submitted the accompanying colour drawings to show how much difference this would make.

The unusual feature of this parade is the use of Grecian "ladies," all the rage in the 1830s following Lord Elgin's famous if unsporting expedition to Greece. Colour Advisory Department recommended that they should be painted blue, despite a strong feeling in Cheltenham that they should remain white!





Before its face lift, Newbottle Street, Houghton-le-Spring, was symptomatic of so many English streets, full of individual small shops, built without much regard for neighbours and with little thought for "total" design. Colour Advisory Department, the local authority and the shopkeepers themselves co-operated in this successful effort to redesign the appearance of the street. On the left are photographs of parts of the street before the scheme was carried through, and on this page are drawings with which the Department suggested how improvements could be made

themselves go on the individual shop fronts, facias and awnings, giving the parade a clarity and unity which it had temporarily lost.

A rather different problem faced the department when the local authority at Houghton-le-Spring in Durham invited them to submit a colour scheme for Newbottle Street—the main street. Here there was little of great architectural interest, the main street of the town had grown up simply to provide the town of 30,000-odd mining and agricultural folk with their food, their shoes, their radios and their beer. No concession had been made to appearance for its own sake.

After the preliminaries—a meeting of shopkeepers (who would have to pay the bill) and the blessing of the planning authority—Colour Advisory Department's drawings were publicly exhibited, to the great approval of the inhabitants. As the day grew nearer, the few shopkeepers who had declined to participate relented, though some had painted their premises only two years before.

The Council, for its part, removed the unsightly lamp standards and replaced them with wall brackets. Other major alterations were also timed to coincide with the general tidying up; now Newbottle Street is a colourful example of civic good-neighbourliness. Here too, as at Norwich and many other towns, profits in the shops can be expected to rise, for people apparently prefer to shop in such streets. The traders in Magdalen Street give ample evidence of this.

In addition to those two sharply contrasted ventures Paints Division has now produced drawings for a further seventeen schemes. Some have been carried out, some have faltered through lack of local support, the others are in the pipeline. Perhaps the current trend towards better architecture and street layout will make operations of this sort less necessary in the future, but at the moment the snowball is still rolling. In seaside resorts, market towns and industrial centres all over the country this promising movement is gathering speed.

Paints Division, long time apostles of colour, have welcomed this opportunity to show their paces in public. The proper use of well-planned colour schemes has probably never before been illustrated to the "ordinary man in the street" as graphically as it has since Norwich. Sometimes individual schemes have been criticised, mostly they have been praised—they have never been ignored!

However, before we get too carried away in our enthusiasm for a brighter Britain let me quote the words of a weatherbeaten Dorset man when I asked him his reaction to the Division's scheme for Lyme Regis. "Well," he said after some thought, "it will certainly sell plenty of paint."

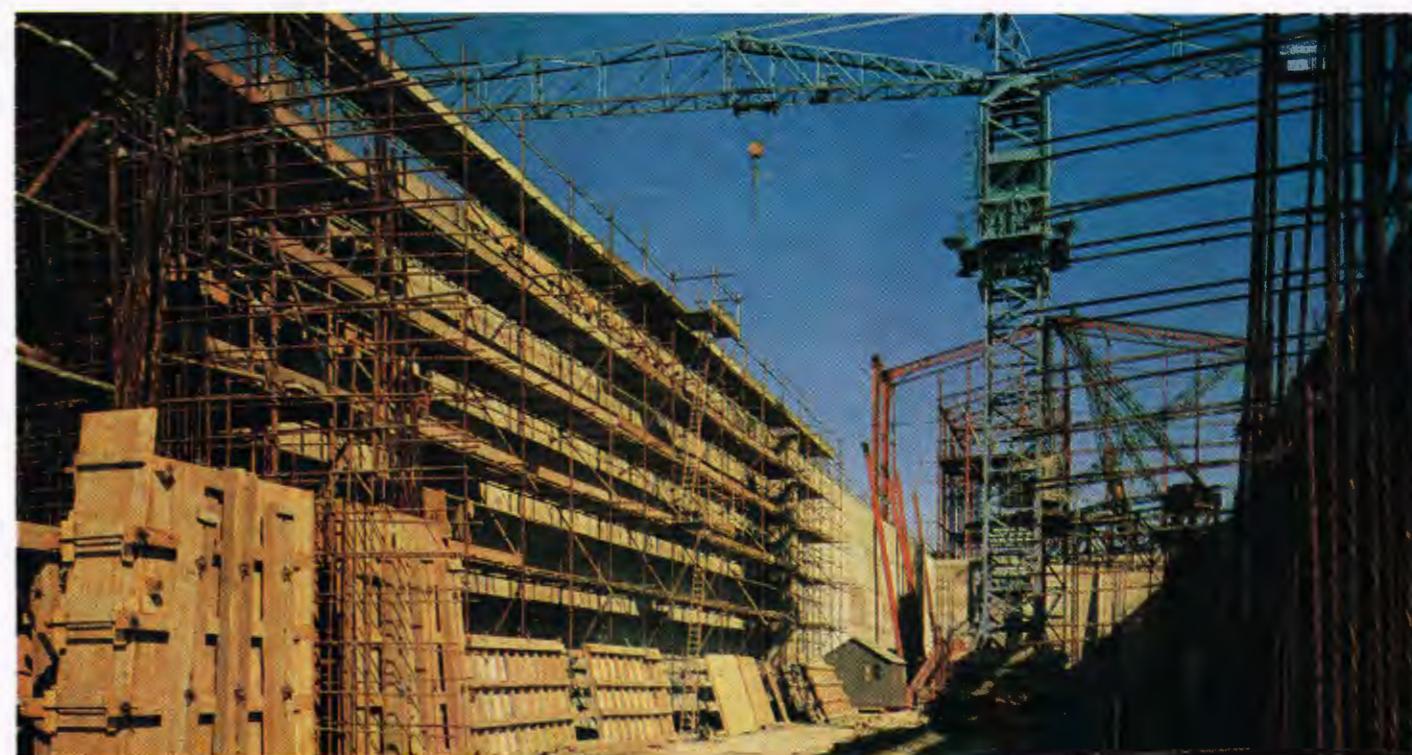
SEVERN SIDE in the making



Construction is going ahead steadily on the Billingham Division's Redwick Works, which is due to start up next year. The photographs below, taken last June, show work in progress. TOP: The Raw Materials Store and the Granulation Plant. BOTTOM: The Finished Products Store

If you are old enough to recall the very early days of the cinema you will probably remember Griffiths' silent classic *The Birth of a Nation*. The photographs on these pages tell a story, by no means comparable in size but nevertheless of great importance to ICI, which might be described as "The Birth of a Works."

Just over 18 months ago, in an interview with Dr. H. S. Hirst, Severnside Works General Manager, the *Magazine* told of the behind-the-scenes work which had gone into the early development of this 2000 acre site ten miles north of Bristol. What



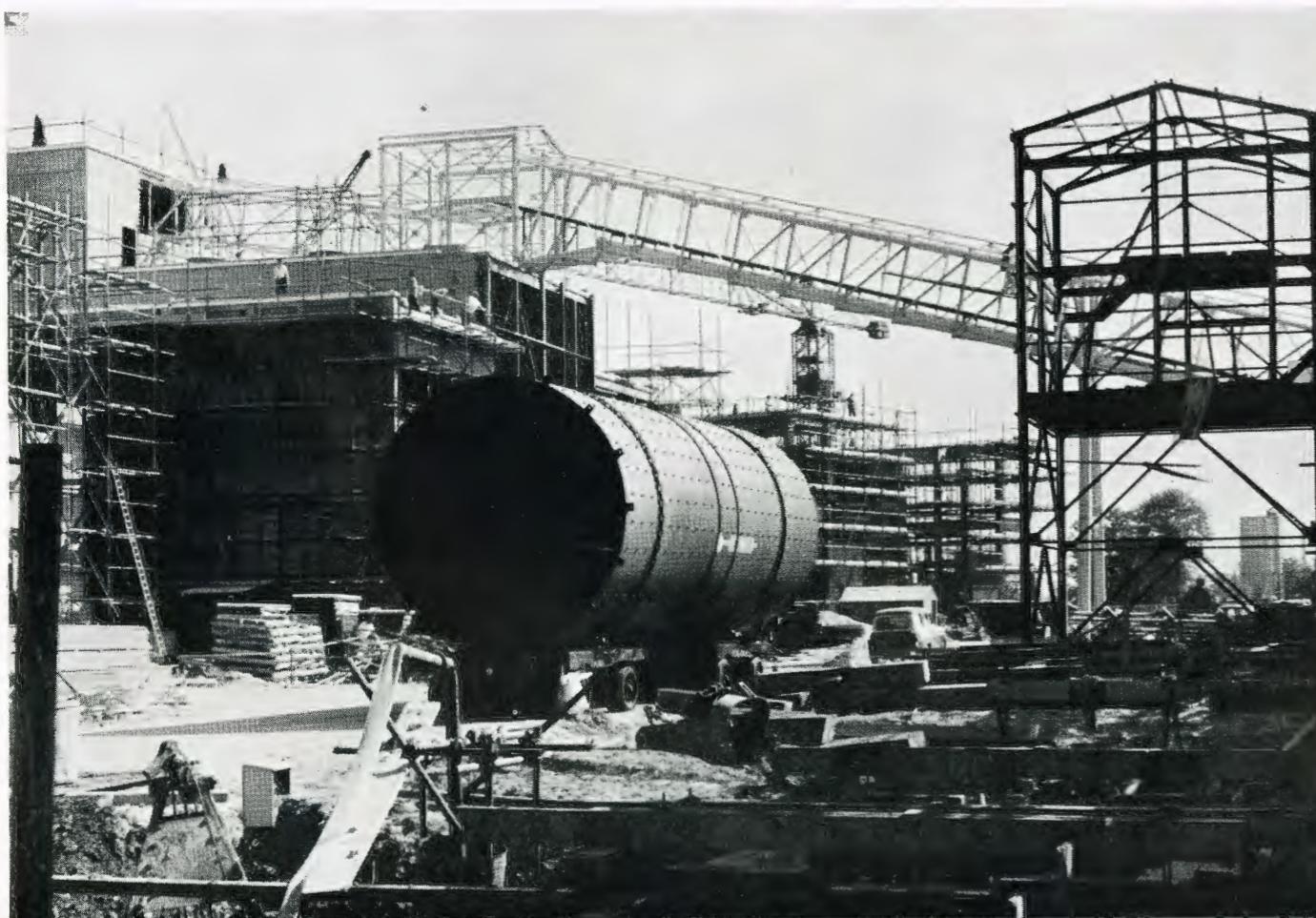
progress has been made there since then? And how far ahead are the plans for making Severnside into the Company's "second Wilton"?

When Dr. Hirst last talked to the *Magazine* these still-green fields were dotted with contractors' huts and temporary offices and littered with bulldozers and all the other heavy equipment needed to transform farming land into a major industrial site. The steel framework of the new central workshops was going up, a pattern of roadways was being laid, and the beginnings could be seen of the first plants.

Today the contractors' huts and the offices are still there—but the workshops are completed and in use, the roadways carry an increasing amount of traffic and, most important of all, the first plants are in production.

Three months ago it was announced that the Heavy Organic Chemicals Division's Ableton Works was in full production. These plants have a capacity of 35,000 tons a year of ethylene glycol, ethylene oxide and associated products. Ethylene is supplied from the Esso Petroleum Company's refinery at Fawley, on Southampton Water, through a 78-mile pipeline.

Nearby much progress has been made on the Billingham Division's group of plants. These are due to start up next year and are to be known as Redwick Works—a name chosen because part of the site lies within the Redwick and Northwick Parish Council's area. Redwick Works will consist of a plant designed to make 100,000 tons of ammonia a year and others for making sulphuric acid, nitric acid and fertilizers. Alongside them will go another Billingham plant, for making liquid carbon dioxide. This too will start up in 1963 and its customers may range from nuclear power stations (where the carbon dioxide is



used for cooling the reactors) to brewers and manufacturers of soft drinks, who use CO₂ to put the fizz in "pop."

A 16-mile pipeline which has been laid by the Bristol Waterworks Company will supply the large quantities of water needed on the site, where daily usage may eventually go as high as 12 million gallons, and another pipeline will carry oil "feedstock" for the ammonia plant from Avonmouth Docks, 3½ miles away. Roads and railway sidings have been or are being built to serve the site and link it with the outside world, and a new high-voltage power supply has just been provided by the South Western Electricity Board.

Above all, Severnside has been a story of people. Whether employed by ICI or by the contractors who under ICI general supervision have done all the construction work, and who together this summer had fourteen hundred men busy on the site, whether chemists or carpenters, engineers or processmen, typists or steel erectors—all have shared in the feeling of being in at the start of something really big.

For many of those working for ICI these early days have meant being in temporary offices, either on the site or at Bristol, and forgoing many of the facilities which at older works are taken for granted. Towards the end of the year all the staff will move into a new headquarters building going up near the main gate; and both staff and payroll are able to use a new canteen, construction of which was completed in August of this year. The number of ICI employees has risen steadily and by the middle of next summer should be up to about 660, of which some 440 will be on the payroll.

Severnside is no longer just another name in the ICI vocabulary—Severnside is a fact.

TOP, LEFT: Heavy Organic Chemicals Division's Ableton Works is already on full output, producing ethylene glycol, ethylene oxide and associated products. Part of the ethylene oxide plant is shown here. BOTTOM, LEFT: Another photograph taken in June of the Billingham Division plants, showing part of the dryer for the Granulation Plant in the foreground, the Phosphoric Acid Plant on the left and the raw materials conveyor running across the picture. In the background is the Granulation Plant. TOP, RIGHT: A few of the fourteen hundred contractors' men on the site this summer taking lunch in their canteen. BOTTOM, RIGHT: Part of the Ableton Works of the Heavy Organic Chemicals Division.



Puffin Island off Anglesey

*Photograph by Charles Scott
(Alkali Division)*

